Advertisement of Indian products prohibited by Govt.

193. SHRI SATISH PRADHAN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether foreign TV networks are advertising Indian products like cigarette, liquor, etc. prohibited by Government from advertising due to social values, (e.g. cigarettes, liquors etc.);

(b) if so, what action Government propose to take against such manufacturers/ sponsors;

(c) what is the percentage of foreign network viewers vis-a-vis Doordarshan; and

(d) whether Government propose to change rules and permit advertisements of such products to earn more revenue ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) Yes, Sir.

(b) The contents of programmes of Foreign Television Network do not come within the ambit of the regulations of Government of India.

(c) The percentage of viewers of Foreign TV networks is negligible as compared with Doordarshan since their programmes are available only to those viewers who have installed/have access through cable to suitable dish Antenna.

(d) There is no such proposal at present.

Agricultural Unit of Films Division

194. SHRI GHUFRAN AZAM : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the Agricultural Unit of Films Division is being wound-up because of lack of work as reported in the Indian Express dated 19th March, 1993;

(b) if so, whether due to vested interests of some officials of the Directorate of Publicity in Agriculture Ministry, the work meant for Films Division Unit has been assigned to private parties;

(c) if so, the facts and details thereof; and

(d) what corrective steps Government propose to take in this regard ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) to (d) The Agricultural Unit of the Films Division was being financed by the Ministry of Agriculture as part of its Plan schemes. On a review of these schemes by that Ministry in 1989, it was felt that there was no adequate justification for maintaining a separate unit and staff for production of agricultural films, in view of expertise available in the open market. It was, therefore, decided to wind up the Agricultural Unit in a phase manner by redeploying the existing staff. The Ministry of Agriculture would be getting its films produced through private producers.

Proposal to modify the report submitted by ATCI

195. MISS SAROJ KHAPARDE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government propose to modify the report submitted by the Air Time Committee of India (ATCI) recently; and

(b) if so, the deails thereof and the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) and (b) The Air Time Committee of India was not required to submit any report to the Government. Only the document on implementing the scheme for